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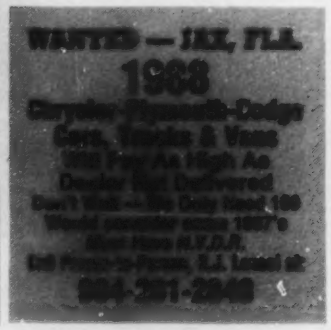

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Manheim adds California auction

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Manheim Auctions hopes to capture more factory and daily rental program vehicles with the opening Tuesday of its $10 million Riverside Auto Auction in Riverside, Calif.

The company has two other auctions in the state, including California Auto Dealers Exchange in Anaheim only 30 miles from Riverside.

Manheim views Southern California as an important and lucrative center for used cars. Despite their proximity, the company said it can support two Manheim auctions serving different market segments.

Even though there are 10 auctions in California, Darryll M. Ceccoli, Manheim vice president of operations, said there are only three major auctions in Southern California — Southern California Auto Auction in Fontana and Los Angeles Dealer Auto Auction in Rosemead, both owned by competitor GE Credit Auto Auctions, and California Auto Dealers Exchange.

Ceccoli said the California Auto Dealers Exchange and the Los Angeles Dealer Auto Auction have limited acreage available for storage, which is necessary if an auction wants to attract daily rental and lease vehicles.

Riverside's 40,000-square-foot facility sits on 70 acres and will enable Manheim to go after national accounts. Manheim has improved 25 acres, leaving plenty of room for expansion.

Chrysler Motors has picked Riverside to conduct its factory sales.

He said about 1,500 cars will cross the auction block at the grand opening tomorrow, including 800 daily rental vehicles, 250 Nissans and 400 to 600 dealer consignments.

AUCTION DATES

Chrysler Motors

Jan. 26 — Florida Auto Auction of Orlando, Ocoee, Fla.; Arena Auto Auction, Chicago; Hatfield Auto Auction, Hatfield, Pa.; Dallas Auto Auction, Grand Prairie, Texas; and Aptco Auto Auction, Taylor, Mich.

Jan. 27 — Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, Ohio; and South Seattle Auto Auction, Kent, Wash.

Jan. 28 — Fredericksburg Auto Auction, Fredericksburg, Va.; Indianapolis Auto Auction, Indianapolis; Utah Auto Auction, West Bountiful, Utah; and Omaha Auto Auction, Omaha, Neb.

Jan. 29 — St. Louis Auto Auction, Bridgeton, Mo.

General Motors

Jan. 26 — Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 27 — Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; and Golden Gate Auto Auction, Fremont, Calif.

Jan. 28 — Butler Auto Auction, Gibsonia, Pa.; Aptco Auto Auction, Taylor, Mich.; Nashville Auto Auction, Nashville, Tenn.; and Southwest Auto Auction, Phoenix, Ariz.

Ford Motor Co.

Jan. 26 — South Seattle Auto Auction, Kent, Wash.

Jan. 27 — Columbus Fair Auto Auction, Obetz, Ohio; Clanton's Auto Auction, Darlington, S.C.; Salt Lake Auto Auction, Salt Lake City, Utah; Missippi Auto Auction, Hattiesburg, Miss.; and Northeast Auto Dealers Exchange, Newburg, N.Y.

Jan. 28 — Baltimore-Washington Auto Exchange, Baltimore; Greater Chicago Auto Auction, Chicago; Houston Predelivery Center, Houston; Bay Cities Auto Auction Inc., Hayward, Calif.; and St. Louis Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

January, 1988	$4,463
Month ago	$5,914
Year ago	$4,833

Model Breakdown
Auction Averages

	JAN 1988	DEC 1987	NOV 1987
1988	$10,258		
1987	$8,460	$10,564	$11,220
1986	$6,175	$8,451	$8,624
1985	$5,210	$7,199	$7,257
1984	$4,382	$5,640	$5,711
1983	$3,172	$4,844	$4,897
1982	$2,256	$3,504	$3,549
1981	$1,653	$2,542	$2,549
Overall Average	$4,463	$5,914	$4,833

DISCOUNTER

FROM PAGE 3

who were comparing prices," he said. "Sixty percent of them were ordering cars from the factory, so there was no investment by the dealership."

An official from the state's Department of Motor Vehicles said Price Club presented the program to the agency six months ago. But the wholesaler wanted to charge dealers a fee for each vehicle sold to its members. The department's advice: Apply for a dealer's license.

Per-vehicle fees for referrals in California violate state brokering laws, the agency spokeswoman said. Price Club instead decided to charge dealerships a monthly advertising fee for placing their circulars in its wholesale outlets.

Bill White of Lee White Toyota in Lemon Grove sells about 15 cars per month using the system, down from 30 when the dealership signed on more than a year ago. The dealership pays Price Club about $1,000 per month.

White said sales fell when other dealers in the San Diego area matched prices his dealership offered through the Price Club system.

The dealership charges Price Club members $750 over invoice for Toyota Corollas, Camrys, 4Runners, Land Cruisers, Cressidas and Supras; $400 over invoice for Celicas, Tercels, MR2s, FXs and LE passenger vans; and $100 over invoice for trucks, other vans and panel vans.

Amway, by comparison, markets cars for $150 over invoice, and Sam's offers them to members at $100 over dealer invoice.

White said the manufacturer's suggested retail price for a car like the Camry LE includes a profit of about $2,000 for the dealer, so customers are realizing a saving of $1,200 to $1,400 off the sticker price under the system. Circulars are distributed from four Price Club outlets in the San Diego area.

Chris Gordon, general sales manager for Team Nissan in Encinitas, sells cars and trucks through Price Club for a flat $300 over invoice. He said Team Nissan is the wholesaler's "preferred Nissan dealer."

Team Nissan has used the system for more than a year, selling 12 to 20 cars per month.

He said there is a display in each of the four (soon to be five) Price Club outlets in the San Diego area advertising "special fleet discounts" from the preferred dealers. The display carries flyers from each of the four dealers.

Gordon praised the system, saying Price Club members are qualified, have good credit and "are usually ready to drive a car away."

Most of his sales are vehicles in stock. The dealership adds 3.9 percent to the $300-over-invoice price for vehicles ordered by members.

Is it worth it for a dealer to sell a vehicle for $300 over invoice? Gordon said that is just part of the final deal.

Half of the customers finance the cars through a Team Nissan lender, seven of 10 members buy a warranty from the dealership and three of 10 have a trade-in. Some of them buy paint sealant and credit life.

"It's no longer a $300-over deal when you put the front end and back end of the deal together," he said.

Gordon said he pays Price Club $300 per month to distribute the flyers and another $1,100 per month for the back page of Price Club's monthly customer journal, which reaches 200,000 members.

"I believe they are expanding their advertising into Orange County because they have asked the dealership to advertise in that journal," he said.

LLoyd Boshaw, general manager for Pacific Honda in San Diego, said the dealership signed up with Price Club six months ago and is selling a dozen units per month under the system.

"I don't like the program because I don't like any reference to invoice," he said. "The industry should get away from that."

Boshaw said the dealership has an exclusive agreement with Price Club to market Hondas through outlets in the San Diego area. He is still involved with the program — even though he said it represents a miniscule portion of his business — because "I won't give it up to another dealer."

Jim Hilton, sales manager for Pacific Beach Ford in San Diego, confirmed the dealership is involved in the Price Club program but declined comment on it, citing company policy.

Production climbs for cars, trucks

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Last week's scheduled domestic production of 126,735 cars was 9.62 percent more than the prior week's 115,618 but 19.26 percent below the year-ago week's 156,961.

Companies split last week's targeted output as follows: General Motors, 41.54 percent; Ford Motor Co., 32.94 percent; Chrysler Motors, 13.73 percent; Honda of America Manufacturing, 5.90 percent; New United Motor Manufacturing Inc., 2.56 percent; Volkswagen of America, 1.58 percent; Nissan Motor Manufacturing Co. U.S.A., 1.06 percent; and Mazda Motor Manufacturing (U.S.A.) Corp., 0.69 percent.

GM announced it will close its Leeds plant in Kansas City, Mo., in mid-April. The Buick Skyhawk will be transferred to the Janesville, Wis., plant and the Oldsmobile Firenza will be discontinued. As a result, about 3,500 workers will be indefinitely laid off. At the end of May, GM will discontinue production of the Cadillac Cimarron, which is built at Janesville.

GM's Fiero plant in Pontiac, Mich., and its Linden, N.J., plant resumed output today. The Fiero plant had been closed for two weeks because of slow sales, and the Linden facility had been idle for equipment installation.

Production resumed today at GM's Detroit-Hamtramck plant. It had been closed to retool for the 1989 Riviera. However, production of the 1989 model is not slated to begin until next fall.

GM's Oklahoma City plant remains closed for inventory adjustment. It is due to reopen Feb. 1.

Domestic truckmakers estimated production of 84,494 units last week, 2.59 percent more than the prior week's 82,359 and 9.92 percent more than the year-ago week's 76,872.

General Motors slated overtime last Saturday at its Baltimore plant.

Ford slated overtime last Saturday at its Wixom, Mich.; Kansas City, Mo., (car); and St. Louis plants.

All Ford car and truck plants are scheduled for daily overtime this week except the Edison, N.J., car plant.

Canada trucks: 19-month high

Canadian makers scheduled production of 19,337 trucks last week, the highest since the 19,807 built the week-ended June 21, 1986.

Last week's truck estimate was 6.36 percent more than the prior week's 18,181 and 31.80 percent above the year-ago week's 14,671.

Year-to-date, 53,615 trucks have been built, 10.10 percent more than the 48,697 completed last year at this time.

Auto production was scheduled at 20,526 units last week, 9.70 percent below the previous week's 22,732 but 2.91 percent above the year-ago week's 19,945.

So far this year, 65,744 cars have been assembled, 19.66 percent more than the 54,941 assembled last year at this point.

U.S. CAR	Week Ended Jan. 23 1988	Week Ended Jan. 24 1987	Week Ended Jan. 16 1988	Jan. 1 to Date	Jan. 1 to Jan. 23 1988	Jan. 1 to Jan. 24 1987
Alliance	0	837	0	0	0	3,000
Total Eagle	0	837	0	0	0	3,000
Horizon	1,800	3,545	1,492	4,561	4,561	10,684
Sundance	2,000	1,910	2,017	6,017	6,017	5,815
Reliant	2,000	2,339	683	2,683	2,683	8,267
Caravelle	460	1,095	438	898	898	3,187
Gran Fury	200	0	211	643	643	0
Total Plymouth	6,250	8,889	4,831	14,822	14,822	27,973
LeBaron K	250	1,337	0	250	250	5,040
LeBaron J	0	1,556	0	0	0	3,940
LeBaron GTS	150	635	151	458	458	2,022
N. Yorker E-Class	0	1,568	0	0	0	4,620
N. Yorker C-Class	1,600	0	1,478	4,159	4,159	0
Fifth Avenue	1,250	0	1,296	3,844	3,844	0
Total Chrysler	3,250	5,096	2,925	8,711	8,711	15,622
Omni	1,800	2,972	1,456	4,490	4,490	9,337
Daytona	0	799	0	0	0	2,079
Shadow	2,100	1,741	2,064	6,174	6,174	5,376
Aries	1,400	1,878	954	2,354	2,354	7,355
Dodge 600	350	1,123	212	562	562	3,217
Dynasty	1,900	0	1,658	4,686	4,686	0
Lancer	250	560	229	685	685	1,799
Diplomat	300	0	325	923	923	0
Total Dodge	7,900	9,054	6,898	20,074	20,074	29,157
CHRYSLER MOTORS	17,400	23,876	14,654	43,607	43,607	75,752
Escort	9,608	8,932	9,599	26,926	26,926	22,629
Mustang	4,632	4,856	4,635	13,624	13,624	13,676
Tempo	4,619	4,148	4,032	13,148	13,148	12,293
Taurus	8,447	10,061	8,371	23,761	23,761	30,742
Thunderbird	3,367	2,606	2,881	9,126	9,126	7,426
Total Ford Div.	30,673	28,605	29,518	86,585	86,585	86,766
Lynx	0	1,124	0	0	0	3,310
Topaz	1,769	1,359	1,497	4,920	4,920	3,989
Cougar	2,400	3,861	2,889	8,181	8,181	11,075
Sable	2,138	2,959	2,105	6,007	6,007	9,003
Total Mercury	6,307	9,303	6,491	19,108	19,108	27,377
Continental	846	376	683	2,231	2,231	1,164
Mark VII	518	540	487	1,632	1,632	1,749
Lincoln	3,406	2,747	2,930	9,659	9,659	8,730
Total Lincoln	4,770	3,663	4,100	13,522	13,522	11,643
Total L-M Division	11,077	12,966	10,591	32,630	32,630	39,020
FORD MOTOR CO.	41,750	41,571	40,109	119,215	119,215	126,286
Skyhawk	1,035	2,020	1,057	2,092	2,092	4,307
Skylark/Somerset	650	2,202	655	2,407	2,407	6,653
Century	0	3,200	1,692	2,871	2,871	13,462
Regal (rwd)	0	1,843	0	0	0	1,844
Riviera	0	785	0	0	0	2,462
Electra	1,258	2,462	1,708	4,685	4,685	5,364
LeSabre (fwd)	2,400	1,932	2,393	7,112	7,112	7,089
LeSabre (rwd)	85	383	0	289	289	2,157
Reatta	140	0	0	140	140	0
Total Buick	5,568	14,827	7,505	19,596	19,596	43,337
Cimmaron	298	546	312	862	862	1,632
Eldorado	0	366	0	0	0	1,454
Seville	0	1,197	0	0	0	3,245
Brougham (rwd)	0	1,466	0	0	0	4,998
Deville (fwd)	4,000	3,596	3,568	10,776	10,776	10,359
Allante	0	45	0	0	0	132
Total Cadillac	4,298	7,216	3,880	11,638	11,638	21,820
Cavalier	6,975	4,945	6,966	20,370	20,370	20,637
Camaro	1,935	3,095	0	1,935	1,935	3,095
Celebrity	0	7,027	3,980	8,535	8,535	24,902
Corsica/Beretta	6,949	3,615	4,394	15,895	15,895	11,429
Monte Carlo	0	1,797	0	0	0	1,840
Caprice	5,403	4,875	3,178	12,841	12,841	7,986
Corvette	440	640	450	1,148	1,148	1,936
Total Chevrolet	21,702	26,184	18,998	58,524	58,524	71,825
Cetera	1,825	2,506	1,837	6,564	6,564	7,736
Firenza	525	1,056	530	1,055	1,055	2,476
Cutlass Ciera	0	3,189	0	0	0	12,641
Cutlass Supreme	1,852	354	1,739	3,891	3,891	336
Toronado	0	576	0	0	0	1,765
88 (fwd)	3,255	4,479	3,473	10,183	10,183	12,583
88 (rwd)	345	422	330	921	921	1,373
Olds 98	1,822	1,639	1,549	4,790	4,790	4,968
Total Oldsmobile	9,724	14,220	9,258	27,204	27,204	43,878
Sunbird	2,289	0	2,207	6,572	6,572	5,676
Grand Am	4,800	5,247	4,868	14,329	14,329	15,373
Firebird	2,145	2,325	0	2,145	2,145	2,365
Pontiac 6000	0	1,348	50	86	86	5,732
Bonneville	1,925	3,243	1,921	5,781	5,781	9,859
Safari/Parisienne	199	341	0	223	223	336
Fiero	0	666	0	0	0	650
Total Pontiac	11,358	13,170	9,034	29,136	29,136	39,981
GENERAL MOTORS	52,649	75,617	48,375	146,098	146,098	220,839
HONDA	7,475	6,837	7,245	20,970	20,970	21,469
Civic	1,757	2,996	1,720	4,900	4,900	11,087
Accord	5,718	3,841	5,525	16,070	16,070	10,382
MAZDA	872	0	716	2,160	2,160	0
NISSAN	1,340	2,943	1,340	4,015	4,015	8,787
NUMMI	3,250	4,117	3,179	9,826	9,826	12,332
Corolla	1,200	837	1,159	3,542	3,542	2,848
Nova	2,050	3,280	2,020	6,084	6,084	9,484
VOLKSWAGEN	2,000	2,000	0	2,000	2,000	3,981
Golf/GTI	1,500	1,750	0	1,500	1,500	3,481
Jetta	500	250	0	500	500	500
Total Cars, U.S.	126,735	156,961	115,618	347,891	347,891	439,449
Total Cars, Canada	20,526	19,945	22,732	65,744	65,744	54,941
U.S., Canada Cars	147,261	176,906	138,350	413,435	413,435	524,390
U.S., Canada Cars and Trucks	251,082	289,449	226,800	711,454	711,454	802,740

Weekly estimates may include some of one or two units due to rounding.

CANADIAN CAR	Week Ended Jan. 23 1988	Week Ended Jan. 24 1987	Week Ended Jan. 16 1988	Jan. 1 to Date	Jan. 1 to Jan. 23 1988	Jan. 1 to Jan. 24 1987
Eagle	0	—	0	0	0	—
Premier	1,650	—	1,574	4,664	4,664	—
CHRYSLER MOTORS	1,650	150	1,574	4,664	4,664	450
Escort	0	—	0	0	0	—
Lynx	0	—	0	0	0	—
Tempo	4,366	—	4,426	13,050	13,050	—
Topaz	1,374	—	1,337	4,713	4,713	—
Crown Victoria	2,980	—	2,870	8,662	8,662	—
Grand Marquis	2,780	—	2,998	8,116	8,116	—
FORD MOTOR CO.	11,520	10,505	11,331	34,541	34,541	33,757
Celebrity	0	—	562	1,185	1,185	—
Cutlass Ciera	1,570	—	4,200	10,140	10,140	—
Cutlass Supreme	0	—	0	0	0	—
Grand Prix	0	—	0	0	0	—
Pontiac 6000	1,230	—	1,225	3,594	3,594	—
Regal	3,776	—	3,088	9,625	9,625	—
GENERAL MOTORS	6,576	8,958	9,145	24,544	24,544	19,788
HONDA	680	109	568	1,683	1,683	245
VOLVO	100	225	114	312	312	899
Total Cars, Canada	20,526	19,945	22,732	65,744	65,744	54,941

U.S. TRUCK*	Week Ended Jan. 23 1988	Week Ended Jan. 24 1987	Week Ended Jan. 16 1988	Jan. 1 to Date	Jan. 1 to Jan. 23 1988	Jan. 1 to Jan. 24 1987
Caravan	1,900	—	1,748	5,282	5,282	—
Dakota	3,000	—	3,198	9,280	9,280	—
Mini-Ram Van	300	—	267	827	827	—
Pickups	1,500	—	1,599	4,627	4,627	—
Total Dodge	6,700	4,716	6,813	19,996	19,996	12,707
Cherokee	3,000	—	3,786	10,606	10,606	—
Commanche	800	—	1,023	2,805	2,805	—
Grand Wagoneer	300	—	344	644	644	—
Pickups	0	—	0	0	0	—
Wagoneer	250	—	361	911	911	—
Total Jeep	4,350	4,526	5,504	14,966	14,966	12,730
Voyager	1,800	—	1,505	4,843	4,843	—
Total Plymouth	1,800	—	1,505	4,843	4,843	—
CHRYSLER MOTORS	12,850	9,242	13,822	39,805	39,805	25,437
Aerostar	5,084	—	4,419	13,398	13,398	—
Bronco	1,277	—	1,279	3,806	3,806	—
Bronco II	3,059	—	3,572	9,601	9,601	—
Econoline	5,106	—	4,985	14,934	14,934	—
Heavy trucks	1,306	—	1,336	3,966	3,966	—
Light trucks	9,642	—	9,448	28,290	28,290	—
Ranger	7,153	—	7,693	21,364	21,364	—
Total Ford Div.	32,629	32,228	32,732	95,372	95,372	97,864
FORD MOTOR CO.	32,629	32,228	32,732	95,372	95,372	97,864
Astro	3,742	—	3,134	10,409	10,409	—
Blazer	474	—	621	1,631	1,631	—
Medium/Heavies	415	—	540	1,369	1,369	—
P-Model	905	—	1,092	2,936	2,936	—
Pickups	6,400	—	5,551	17,807	17,807	—
S-10	5,083	—	4,833	14,999	14,999	—
S-10 Blazer	3,305	—	1,387	6,084	6,084	—
Sportsvan/Van	1,237	—	1,323	4,239	4,239	—
Suburban	1,304	—	1,377	3,933	3,933	—
Total Chevrolet	22,865	21,964	19,828	63,427	63,427	67,609
Jimmy	212	—	199	499	499	—
Medium/Heavies	835	—	740	2,283	2,283	—
P-Model	115	—	57	214	214	—
Pickups	2,090	—	2,367	6,252	6,252	—
S-15	1,404	—	1,508	3,959	3,959	—
S-15 Jimmy	685	—	404	1,378	1,378	—
Safari	995	—	832	2,589	2,589	—
Suburban	751	—	1,085	2,510	2,510	—
Vandura/Rally Vans	1,143	—	993	2,737	2,737	—
Total GMC	8,350	7,843	8,184	22,421	22,421	22,129
GENERAL MOTORS	31,215	29,807	28,012	85,848	85,848	89,732
NAVISTAR	1,900	1,540	1,796	5,361	5,361	4,614
NISSAN	3,250	1,705	3,247	9,748	9,748	5,157
AM GENERAL**	450	50	469	1,350	1,350	150
MISCELLANEOUS***	2,300	2,300	2,300	6,900	6,900	6,900
Total Trucks, U.S.	84,494	76,872	82,359	244,494	244,494	228,854

CANADIAN TRUCK	Week Ended Jan. 23 1988	Week Ended Jan. 24 1987	Week Ended Jan. 16 1988	Jan. 1 to Date	Jan. 1 to Jan. 23 1988	Jan. 1 to Jan. 24 1987
Caravan	3,054	—	2,810	8,965	8,965	—
Mini-Ram Van	234	—	216	666	666	—
Ram Wagon	600	—	569	1,168	1,168	—
Ram Van	1,290	—	1,383	2,673	2,673	—
Total Dodge	5,178	5,182	4,977	13,372	13,372	27,227
Voyager	2,856	—	2,808	8,243	8,243	—
Total Plymouth	2,856	—	2,808	8,243	8,243	—
Wrangler	850	—	949	2,522	2,522	—
Total Jeep	850	599	949	2,522	2,522	1,366
CHRYSLER MOTORS	8,884	8,771	8,531	24,137	24,137	29,096
FORD MTR (lt. trks)	3,848	2,796	3,472	10,586	10,586	18,420
Light trucks	3,311	—	3,092	8,954	8,954	—
Vans	1,325	—	1,233	3,842	3,842	—
Total Chevrolet	4,636	—	4,325	12,596	12,596	—
Light trucks	1,319	—	1,160	3,935	3,935	—
Vans	625	—	467	1,685	1,685	—
Total GMC	1,944	—	1,627	5,620	5,620	—
GENERAL MOTORS	6,580	2,915	5,952	18,216	18,216	9,561
NAVISTAR	225	199	228	676	676	909
Total Trks., Canada	19,337	14,671	18,181	53,615	53,615	48,697
U.S., Canada Trks.	103,831	91,543	100,540	298,019	298,019	278,351

*—Includes window van production. **—Estimated.
Jeep includes commercial only. All General includes conventional-cabbed vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Weekly estimates may include some of one or two units due to rounding.

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Automotive News®

February 1, 1988

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NEW LINES

Chrysler outlines plans for products into 1990s

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Chrysler Motors executives met with officers of the Chrysler-Plymouth and Dodge dealer councils last week and outlined tentative product plans through the 1990 model year.

In an unusual showing of cooperation between a manufacturer and dealers, Chrysler Motors Chairman Gerald Greenwald and Chrysler Motors President for Product and Marketing Bennett E. Bidwell reviewed the tentative future product lineup that dealers will now evaluate.

Representatives of Chrysler's Jeep-Eagle network did not attend the meeting. However, they will get a new product to sell this summer: A four-door sedan version of the all-new Mitsubishi Mirage will be unveiled at the Chicago auto show Feb. 12.

Chrysler's product plans are being formulated against a background of internal flux and personnel changes. The acquisition of American Motors and the executive reshuffling resulting from the retirement of President Harold K. Sperlich have added to the turmoil.

Sperlich's retirement is blamed in part by company insiders on the controversy over future products.

The shifting product plans are being formulated during a period of financial belt tightening at Chrysler and increasing pressure by dealers for a strong product commitment.

The tentative product plans through the 1990 model year include several changes in the Chrysler-Plymouth and Dodge lineups. The schedule indicates that models will benefit from increased engine power when Chrysler begins building a new V-6 in late 1989 at its Trenton, Mich., engine plant. Specifically:

● The LeBaron J-coupe, which some dealers have said is faltering in the market because of its four-cylinder engine, will receive a V-6 in the 1990 model year. It is not yet clear if Chrysler will use its own engine or a Mitsubishi-built powerplant.

The LeBaron coupe is also tentatively scheduled in the 1990 model year to get a new suspension and interior.

see CHRYSLER, page 7

Tentative Product Plans for Chrysler Motors

CHRYSLER PLYMOUTH

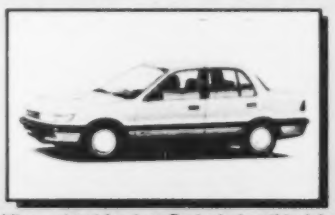
1988 — Launch of Chrysler TC by Maserati.
1988 — Town and Country wagon ends production.
1989 — Caravelle, Reliant, LeBaron K end production.
Spring 1989 — Launch of Diamond-Star Plymouth Laser.
1990 — Launch of Imperial and New Yorker Fifth Avenue; New Yorkers get four-speed electronic transmissions; Plymouth Sundance updated; LeBaron adds V-6, new dash, interior and suspension.

Jeep Eagle

Winter 1988 — Continue push on Eagle Premier, new for this model year.
May 1988 — Relaunch Renault Medallion with Eagle badge.
July 1988 — Launch four-door version of Mitsubishi Mirage as 1989 model.
1989-1990 — Add a version of two-door sporty coupe built by Diamond-Star joint venture of Chrysler and Mitsubishi in Illinois.

CHRYSLER DODGE

1989 — Long-established Aries, 600, Diplomat products will no longer be produced after this model year.
1989 — New A-body is slated to be introduced in this model year.
1990 — Shadow updated this model year.
1990 — Although uncertain, Daytona may be updated and Dynasty ES may be launched during this model year.



Mirage slated for Jeep-Eagle dealers this July

1990 Imperial in current Chrysler commercial

Audi picks another new boss

Mugg takes post as Marcy steps out

By David Versical
AUTOMOTIVE NEWS STAFF REPORTER

The head of Audi of America quit last week after four months on the job, while a group of leading dealers raised questions about the leadership at Audi's parent company, Volkswagen of America.

Other troubles echoed throughout the organization. Audi, which has seen its U.S. sales nearly sliced in half in just two years, said it gave layoff notices Friday to about 10 employees at its Troy, Mich., headquarters. And more could follow.

Richard C. Marcy, who took over as VWoA vice president in charge of Audi of America in September, resigned unexpectedly Monday. He called the move a "career growth opportunity." On Tuesday, he began his new job as executive vice president in charge of sales and marketing at C&C (Cars and Concepts), the Brighton, Mich., car conversion and engineering firm.

VWoA promptly named Richard L. Mugg, 57, to fill Marcy's spot. Mugg has worked for VW for three decades, most recently as vice president of VWoA's central marketing staff.

One of his first challenges will be to address the concerns of Audi dealers. Two weeks ago, about a dozen influential Audi dealers gathered in Dallas for what was described as a meeting about the future of the franchise. Although it involved some members of the dealer council, the session was held outside standard company channels.

In the short term, the dealers want the company to adopt programs that will revive sales and ignite some interest in the new Audi 80/90 series, dealers said. They are also pushing for measures that will address the long-term stability of the nameplate. Overall, they hope to help establish a clear sense of direction.

As part of that process, they are seeking a meeting with Volkswagen AG Chairman Carl Hahn. And while dealers portrayed themselves as non-militant "friends of Audi," they pointed to concerns with Audi's senior management. Some conceded that one subject of their frustration is Noel Phillips, president of VWoA.

"We just have to look at where we've been, look at the crises that we've been through, and sooner or later the buck has to stop somewhere," said one dealer. "You can't have musical managers without questioning who is ultimately re-

see AUDI, page 50

Record 25,000 due to attend NADA parley

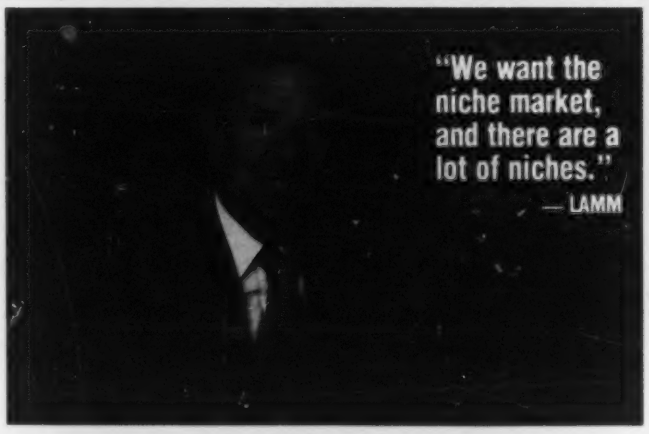
SAN FRANCISCO — A record 25,000 delegates are expected to gather starting Saturday for the 71st Annual Convention and Exposition of the National Automobile Dealers Association.

General Motors Chairman Roger B. Smith and former President Gerald R. Ford will address the dealers during the convention, which runs through midday Tuesday, Feb. 9.

Nearly 300 firms will exhibit equipment, products and services for auto and truck dealerships. For the first time, the show will occupy two sites, Brooks Hall and the Moscone Center, for an exhibit area of more than 170,000 square feet. It opens at 8:30 a.m. on Saturday, Feb. 6.

The opening general session begins at 3 p.m. Saturday in the main arena of Civic Auditorium, adjoining Brooks Hall. Keynoter Smith is expected to address the importance of dealer-manufacturer communications, integration of

see NADA, page 50



Subaru fights back

1987 routed complacency, Lamm says

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

CHERRY HILL, N.J. — Subaru of America has gone back to the street-fighter ways that made it the hit of Wall Street.

The company that was derailed in 1987 after 12 years of consistent growth in sales and profits has set an annual sales goal of 250,000 to 300,000 units within three years, compared with just over 177,000 last year.

Harvey Lamm, chairman of the board and a founder of the company, now admits that the years of soaring stock prices, profits and sales may have made the company soft. "Perhaps a tendency toward some complacency did creep into the organization," he said. Last year "jarred everyone back to reality," he added.

Shock it was. The stock tumbled

see SUBARU, page 7

Isuzu cancels plan to import Bitter models

By Francis J. Gawronski and Jesse Snyder
AUTOMOTIVE NEWS STAFF REPORTERS

LOS ANGELES — American Isuzu's plan to import and market 10,000 Austrian-built Bitter cars a year was abruptly canceled last week.

Erich Bitter, president of Bitter Automobile Co., and executives of American Isuzu, including John E. Reilly, senior vice president and general manager, negotiated a settlement that will reimburse Bitter for development and tooling costs. The final meeting last Thursday at Isuzu headquarters, ended two weeks of dickering.

The end of the deal wipes out the sole accomplishment of American Isuzu's ambitious global search for an offshore vehicle supplier. The Bitter deal was announced in June.

American Isuzu has been unable to find another non-U.S. manufacturer at either the upper or lower end of the market to supplement the importer's modest annual quota of passenger cars under the Japanese government's current restraints on car exports to the

see ISUZU, page 7

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Outspoken Perot claws GM, tells how he'd run it

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

Never one to mince words, H. Ross Perot is at it again.

The Texas billionaire who was paid $700 million last year to relinquish his seat on the General Motors board and the helm of Electronic Data Systems, has authored an article in the Feb. 15 issue of Fortune magazine entitled, "How I Would Turn Around GM." His article is part of a scathing cover section on GM's problems.

Perot's basic premise is that GM must build the finest cars in the world and must make its employees understand that their jobs depend upon achieving that goal.

Among the 13 moves Perot says GM must make:

- Replace outside board members, who, Perot notes, own virtually no GM stock. The replacements should be substantial stockholders and should be selected for their demonstrated abilities to design and build excellent products as well as to lead and motivate people.
- Close the 14th floor of the General Motors Building in Detroit where top executives have their offices and move the executives to the plants, forcing GM's leaders to brush up against "real" people building real cars.
- Establish one set of rules for bonuses and financial incentives instead of having two systems whereby management receives million-dollar bonuses and the workers receive nothing in profit sharing. "First feed the troops, then the officers," Perot advises.
- Eliminate waste, including chauffeured limousines, heated garages, executive dining rooms and other "relics from the past." He also recommends closing the 25th floor of GM's building in New York, used once a month by the board. "An entire teak forest must have been decimated" for the 25th floor, Perot says.
- Focus the $4 billion GM spends annually for research and development on projects to build the finest cars in the world. The first priority, Perot writes, should be fixing substandard items on today's cars.
- Eliminate historic power struggles between the financial staff and car builders: "Let people who know how to build the cars make product decisions."
- Focus the battle on outsiders in the marketplace, not on divisional internal struggles "for power and turf."
- Listen to customers, dealers, workers and engineers. Look at customer problems as service problems that need solving immediately, not as legal problems.
- Use the full resources of GM employees as substitutes for money. "If spending money were the answer," Perot writes, "GM would already be first and best at everything it does."

In the same issue, GM Chairman Roger B. Smith is interviewed in an article entitled, "Roger Smith Replies to Ross Perot." However, GM claims it did not know the interview was to be in response to the comments of EDS founder Perot.

In the interview, Smith praises GM's 1984 reorganization into two large car groups as a way to use people more effectively, delegate more decision-making to lower levels and encourage a participative structure. Smith says GM does not ignore customer complaints; on the contrary, he and others often call customers.

Smith also defends GM's bonus structure for managers. GM's philosophy, he says, is to pay a low salary and high performance bonus to executives.

He says that GM has the "best cooperation between management and the union in the corporation's history right today," citing last fall's contract talks as proof.

AUTOMOTIVE NEWS/JOE WILKENS

Tanuma: U.S.-designed, built Nissan will appear by 1992 model year

New thrust at Nissan

Design unit to play major role in U.S.

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Nissan Research & Development said its reorganization, effective today, means it will have complete design and engineering capabilities to develop cars and trucks for the U.S. market.

It also will determine what products will be developed and when they will be introduced.

A similar reorganization aimed at localization of products and long- and mid-range product planning will be announced for Nissan's operations in Europe in six to 10 months.

Nissan Research & Development is a jointly owned subsidiary of Nissan Motor Co. Ltd., Japan, and Nissan Motor Corp. in U.S.A. Takeshi Tanuma is president.

"The reorganization will permit us to respond quickly to changing attitudes and needs of local customers," Tanuma said. A U.S.-designed and built Nissan car will reach showrooms in the 1992 model year at the latest, he said.

The reorganized Nissan Research & Development facility will be responsible for strategy, technical planning, vehicle development and testing, Tanuma said at a press conference here.

He also said the new structure will allow the company to boost customer satisfaction and, largely through increased local content, reduce its costs.

After the reorganization, Tanuma will remain based in Ann Arbor, Mich. The number of Nissan Research & Development employees will climb to 250 from 55 now. New employees will be Americans, chiefly working in Ann Arbor, and most will be engineers.

"The reorganization will permit us to respond quickly to changing attitudes and needs of local customers."
— Tanuma

A vehicle engineering department, directed by Tohru Kanbe, executive vice president, will be located in Ann Arbor and have operations in Arizona and Los Angeles. Kanbe has been vice president for engineering — Nissan U.S.A.

A new-product strategy department will be located in Los Angeles and a computer-aided design center will open in the Detroit area in the fall of 1989.

The European reorganization will not be directly related to a Nissan-Ford plan to jointly produce a minivan for the United States or a sport-utility vehicle in Europe. An announcement of what product will be designed is expected to come in the second quarter, Tanuma said.

Local content of cars and pickups built by Nissan in Smyrna, Tenn., ranges around 50 percent to 55 percent. Tanuma said he expects it to rise to at least 75 percent "as soon as possible" and 90 percent to 95 percent may be a realistic target.

Kenosha dies, so may M-body

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

Chrysler Motors' decision to close its Kenosha, Wis., assembly plant at the end of the 1988 model year may be a signal that the company is preparing to shed some of its older products.

The company announced last week that the Kenosha assembly and stamping operations will be closed because of excess capacity that resulted from the acquisition of American Motors.

Kenosha is producing the subcompact L-body Dodge Omni America and Plymouth Horizon America and the large, rear-wheel-drive M-body Chrysler Fifth Avenue, Dodge Diplomat and Plymouth Gran Fury. The America models will go out of production in July at Kenosha and move to the Jefferson Avenue assembly plant in Detroit. It will be the second move for the America models. The company spent $200 million last summer to move them to Kenosha from Belvidere, Ill.

That six-month interruption cost Chrysler 162,000 units in 1987, the company said, and it contributed heavily to a 22 percent drop in Chrysler's 1987 domestic-car sales. Chrysler said the move to Jefferson Avenue will be accomplished more quickly.

"There will be minimal interruption of production," a spokesperson said. The company said no timetable has been established. However, Aaron Taylor, president of UAW Local 7, which represents workers at the Jefferson Avenue plant, said a tentative schedule calls for a production launch in September.

Chrysler said the M-bodies will continue to be produced in Kenosha until September. The company said the future of the models beyond the 1988 model year will be determined by the market.

Dealers have said Chrysler's new large front-wheel-drive sedans — Chrysler New Yorker, New Yorker Landau and Dodge Dynasty — are being sold to customers who would have purchased the older rwd models. They expect the M-bodies to be retired at the end of the 1988 model year, barring a spectacular performance by the Fifth Avenue.

The closing affects two additional older products — the compact K-cars (Plymouth Reliant, Dodge Aries) and the E-bodies (Dodge 600, Plymouth Caravelle). Both series are built in the Jefferson plant, which will produce the America subcompacts. Chrysler said the future of the K- and E-bodies after the 1988 model year will also be dictated by sales.

The K-cars are also produced in Newark, Del. That plant will be retooled this summer to produce the A-bodies, which are designed to replace the K-cars.

Kenosha's closing means Chrysler will operate 12 plants in North America. Asked about other closings, a Chrysler spokesman said, "We don't have any additional plant closings in mind at this time."

The closing of the Kenosha plant, which was built in 1902, will affect an estimated 5,500 hourly and salaried workers. About 1,000 employees will remain to operate the Kenosha Jeep engine plant.

Wisconsin Gov. Tommy G. Thompson asked the state attorney general to investigate initiating a lawsuit against Chrysler on the grounds that the company had broken a verbal and written agreement with the state assuring production at Kenosha for five years.

"Chrysler never made such a commitment," a Chrysler spokesman said.

Rudy Kuzel, chairman of UAW Local 72 at the Kenosha plant, said, "I guess they (Chrysler) feel they owe the people at Jefferson more than they owe us."

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AMC was headed for big profit

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

American Motors would have earned about $200 million in 1987 if it had not been acquired by Chrysler Corp.

A recent informal study by Chrysler staffers revealed a pro forma AMC profit of $200 million, according to a former AMC senior executive, although Chrysler write-offs against the profit lowered the number to $125 million.

But don't expect to see either number included in the Chrysler year-end financial statements that are scheduled to be reported later this week.

Officially, Chrysler says it is not possible to conduct that kind of study or separate the AMC results.

"AMC made about $50 million in the first six months," said the former AMC executive, who asked not to be identified. "Even with the write-offs, it made $75 million in the last six months, and that was without any cars."

Chrysler's financial staff wrote off some $75 million against the $200 million profit, according to the former AMC executive, including the launch of the Premier, which debuted the final week of the year; a $20 million settlement with Emerson Electric; and development costs for the D59 coupe, which was killed by Chrysler after the acquisition.

It is unlikely that the accomplishment — going from a $125.6 million loss in 1985 and a $91.3 million loss in 1986 to a $200 million profit in 1987 — will ever be officially recorded, even as a footnote in the Chrysler Corp. annual report.

"It's a tender subject with Chrysler," the executive said.

Automotive News Staff Reporter Mary Connelly contributed to this report.

AutoWeek names new publisher

DETROIT — Leon Mandel has been appointed publisher of AutoWeek, the only consumer automotive newsweekly in the United States and the largest-circulation publication in the 24-magazine Crain group, which includes Automotive News.

Mandel

Mandel was editor-in-chief of AutoWeek from 1983 until 1986 and has been editor-at-large for the last year, in New York on a special writing assignment. Mandel is a veteran automotive writer, broadcaster and the author of six books including a biography of the late William Fisk Harrah and a history of the American auto industry, "American Cars." He was chief editor of Car and Driver and senior editor of Motor Trend.

Keith E. Crain, Crain Communications vice chairman, becomes AutoWeek editorial director. "The appointment of Mandel as publisher completes a long-term plan to give the American auto enthusiast a weekly publication of the same kind and stature that exists in virtually every other country in the world," Crain said.

SALES

Tempo picks up in mid-January

By Roger Rowand
AUTOMOTIVE NEWS STAFF REPORTER

Sales of United States-made new cars in mid-January soared almost 50 percent above those of 1987.

Retail sales in the Jan. 11-20 period climbed to 186,385 units, up 48.19 percent from 125,774 a year earlier.

Some of the gain reflects action taken in Washington that produced a temporary run-up in sales more than a year ago.

Sales in the closing periods of 1986 were very strong as buyers bought cars to beat a federal personal income tax change that ended a special auto sales tax deduction. As a result, sales in January last year were depressed, industry observers agreed.

Also last year, low-interest financing was being offered on only a few lines of cars. This year, incentives in the form of cash rebates or reduced interest rates were prevalent in the period.

Too, there were 10 selling days in mid-January this year and nine a year ago.

L.R. Windecker, research and analysis manager at Ford Motor Co., cited the sales tax and incentives background and said he was not surprised by the mid-January sales increase.

"There is nothing particularly unusual about it. It fits in the normal, long-term sales pattern. Remember, we are comparing a very good period this year with a very poor period last year," he said.

At General Motors, Claude N. Moore, vice president in charge of the customer sales and service staff, reported a hefty gain for his company and referred to "last year's relatively slow pace."

Even with those factors dominating the statistical picture, however, deliveries of some car lines were exceptionally strong.

The new Lincoln Continental and Ford Taurus and Escort and Mercury Sable were among the hot sellers at Ford Motor Co.

At Chrysler Motors, sales of the Chrysler LeBaron and Fifth Avenue and Dodge Daytona were outstanding.

At GM, the standard Cadillac was a a strong seller, as were the Oldsmobile 88 and the new Buick Regal.

Pontiac General Manager J. Michael Losh called the mid-month period the best since August.

Nissan, with a sales dip of 15.59 percent, was the sole domestic car builder reporting a decline.

A sales gain of 79.87 percent was reported by Ford Motor and a gain of 76.56 percent was reported by Toyota. Honda noted an increase of 60.43 percent.

Chrysler reported a rise of 43.89 percent; GM, a gain of 34.11 percent; and Volkswagen, an increase of 31.35 percent.

Mazda, which began making cars in this country last fall, sold 362 U.S.-built autos in mid-January.

The daily selling rate in the period averaged 20,709 units this year vs. 15,722 a year ago.

DOMESTIC SALES

	Jan. 11-20, 1988	Jan. 11-20, 1987
Eagle	861	810
Chrysler	6,893	3,206
Plymouth	6,733	6,094
Dodge	10,141	7,006
Chrysler Motors	24,628	17,116
Ford	42,459	24,170
Mercury	13,660	6,957
Lincoln	4,745	2,711
Ford Motor Co.	60,864	33,838
Buick	15,899	11,192
Cadillac	6,879	5,407
Chevrolet	32,828	24,280
Oldsmobile	16,403	13,733
Pontiac	18,581	12,937
General Motors	90,590	67,549
Volkswagen	1,106	842
Honda	6,446	4,018
Nissan	1,711	2,027
Toyota	678	384
Mazda	362	—
U.S. Industry Total	186,385	125,774

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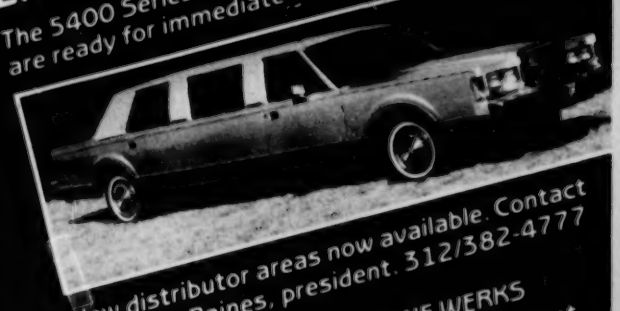

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